



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
PATENT EXAMINING OPERATION

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Applicant(s): Leonard R. Bayer et al.

Serial No.: 09/882,203

Filed: June 15, 2001

For: SYSTEM AND METHOD FOR CONDUCTING PRODUCT  
CONFIGURATION RESEARCH OVER A COMPUTER-BASED  
NETWORK

Examiner: McAllister, Steven B.

Art Unit: 3627

Atty Docket: HAR-003

**RECEIVED**

JAN 09 2003

Commissioner of Patents  
Washington, D.C. 20231

**GROUP 3600**

AMENDMENT

Dear Sir:

Responsive to the Office Action dated October 3, 2002, please amend the above-identified application as follows:

In the Specification

Please replace the paragraph on page 14, lines 1-14, as follows

The system 10 and configuration program is useful in market research for new product development, configuration building, optimal pricing, and needs-based segmentation. The server computer 12 may store the configuration information received from each respondent for a configured product in a database in its memory unit (e.g., hard drive), and provide statistical reports as the total price, subfeatures selected, elapsed time, or steps taken by the respondent in arriving at the final configured product. The configurator program provides a market researcher with information about the price the respondent is willing to pay for his preferred configuration of the product, while the timing information (elapsed time) provides the researcher with information about the amount of attention paid to the exercise by the respondent. The exercise of configuring a hypothetical product purchase (not a real purchase transaction) is useful for

01/15/2003 SCANNED BY 00000002150110 00002203  
01 FC:1202 10:00 CH Information rapidly and efficiently from multiple respondents at their computers over a network. Usage of the configurator program within a survey, where the output

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02 FC:1202 420.00 OP  
02 FC:1201